

Are Global Integrators Reshaping the INDIAN AV INDUSTRY?



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Global integrators establishing in India are sourcing highly experienced AV professionals from Indian system integrators and AV consultancy companies. Executing large projects worldwide from India, the Indian AV industry is being reshaped to compete for international projects. AV-ICN's Ritika Pandey analyses the churn impacting Indian AV industry.

Global Integrators have equipped the audio-visual market with the best-in-class technologies and experts from all over the world, unplugging exceptional AV experiences. The industry has outgrown networking in terms of collaborative solutions, reliability, and unified communication. Major global AV integrators have also entered the Indian market to hunt talent from our country and provide better opportunities to the performing Indian AV experts. With the positioned network and acoustic technologies, global integrators hire and invest on the experienced Indian engineers who have been trained by the Indian professionals for more than a decade. Announcing the accomplishment of Indian AV professionals who work to meet the global stage, **John Masters**, India Country Director, Diversified, states, "Diversified has modified its plan for India, at least for 2023, and we have focused on building our 'Global Capability Centre', in Bangalore which exports many different types of services to Diversified subsidiaries worldwide, after a very successful pilot in 2022". However, does it run the risk to the coming-of-age opportunities for our Indian AV market?

"Diversified has modified its plan for India, at least for 2023, and we have focused on building our 'Global Capability Centre', in Bangalore which exports many different types of services to Diversified subsidiaries worldwide, after a very successful pilot in 2022," says John Masters, India Country Director, Diversified.



John Masters, India Country Director, Diversified

India has no plans to wait for better opportunities to knock. We need faster. We need spectacular. We need to be exclusive. Many humongous projects covering the projections, sound shows, or AV charging stations for Government-catered places like the Statue of Unity, Buddha Statue in Hyderabad, monument of Saint Thiruvalluvar, or the Statue of Prosperity have raised the bar of the country. Projects in IoT industry and telecommunications have also left no gaps so far. Internet of Things brought many startups to grow with consolidation activities and technological advancements. Technologies like 5G, VR, AR, and many others are also bridging the Indian market with the world. Moreover, with plans set to advance the AV market in the coming five years, we have many Indian AV integrators working to clench on to the new standards.

Adding to the competitive AV advancement, AVI-SPL, Diversified, Kinly, and many other businesses have achieved prestigious projects and are now expanding with new offices to cater to the billion-dollar industry in India. With new waves to catch, Indian integrators are investing into world-class networking and latest solutions to compete globally. To reflect on the current state of the Indian AV industry, we bring an interesting conversation by the AV elite **Rhythm Arora**, Chief Technology Officer, Qubix Technologies, which is a large-scale integrator for Indian and multinational corporates, high budget celebrity homes, and hotels across the sub-continent. It is currently serving India, Sri Lanka, Maldives, and starting operations soon in Singapore, Cambodia, and Bangladesh. Some other AV integrators also connect with us to recognize the lucrative needs of the customers in the Indian AV industry with world-class opportunities.

Equipping state-of-the-art AV design and integration solutions, Indian integrators step-up their game with world-class projects

“Indian integrators are very well equipped to deliver large scale projects, in fact, in the recent years on working around global integrators, we have found that good Indian integrators are more innovative and updated on implementing newer solutions,” says Arora.

“With the scale of jobs being implemented in India, area wise – the integrators here are more capable on delivering better outcomes, than the other counterparts, globally,” marks Rhythm. “It’s more common to see projects like half-a-million sq. ft. with 3000-4000 employees in India than in other parts of the world currently.”

He further adds, “The other important factor is cost, the services are much cheaper in India, and it’s easier for companies to have a large headcount of people on their rolls. For example, a company of our size in a country like USA would Hire 1 or 2 CAD Technicians – whereas we can employ 8 or 10 at same or lesser cost. This makes us much faster, and we can create more detailed drawings, manage more iterations at a lower cost, than a counterpart elsewhere.”



Deepak Srinivas, Director, Sigma AVIT Technology Solution



Rhythm Arora, Chief Technology Officer, Qubix Technologies

“Agreed the capability and skill level of Indian manpower is lesser, but it’s very rapidly growing with ample trainings, publications and trades-shows now being available in the country,” says Rhythm Arora.

Deepak Srinivas, Director, Sigma AVIT Technology Solution, puts his thoughts ahead on the Indian integrators’ achievements. He says, “As someone who has been in the audio-visual (AV) industry for more than 25 years and an entrepreneur for the past 15 years, we have witnessed first-hand growth and evolution of the industry in terms of technology and project size.”

“The expertise of Indian integrators has also matured over the past two and a half decades, enabling us to deliver international-quality installations and adapt standards that are comparable to or superior to those of most global integrators,” says Deepak Srinivas.

“The market for AV integration in India has developed rapidly, empowering integrators to invest in new advancements and build their knowledge base through collaboration and training,” He claims, “We have observed that some of our customers have faith in Indian integrators and provide us with the opportunity to explore new technology acquisition and implementation strategies. This has occasionally helped us develop our own expertise or, in some instances, bring in know-how to India through collaboration with international integrators.”

Abdul Waheed, CTS, Managing Director, Eyte Technologies Pvt. Ltd. joins our conversation emphasizing on the integration solutions, “With the growing tech advancements, Indian integrators are serving the AV industry for the last 2-3 decades, many of them have the size of teams which is among the top in the global industry, they are serving not only Indian clients but the global clients too.”

“One should know that serving global clients is challenging and different than the local clients. For instance, following the global equipment standards along with the installation standards is a must. One must admit that the integrators in India are delivering world-class projects for state-of-the-art facilities,” states Waheed. “Lately the large Indian corporates and government segments market have also increased in terms of technological advancement and implementation.”



Abdul Waheed, CTS, Managing Director, Eyte Technologies Pvt. Ltd.

Having understood the Indian AV market, Waheed highlights, “The market ensures world-class standards, and this is one of the reasons that international companies are also looking at India as a huge AV market.” He believes that AV design standards in terms of consultancy are still to go a long way beating the international paradigm. He adds, “It may be due to price competition that clients are still not convinced paying high design fees for the man hours spent on the project.”

Indian integrators secure international projects with the speeding competition globally. The industry continues to challenge the AV projects executed by Indian integrators meeting the international standards.

Rhythm Arora, begins to emphasize on the speeding competition by the Indian integrators, stating, “There is hardly any differentiation factor between a project implemented by a global integrator or an Indian integrator. It’s mostly about comfort and relationship based on which the decision is taken by the end client. There is also no discovery of Indian integrators to the global customers before they enter the country. Indian integrators are not securing too many global jobs, as there are not too many Indian end clients going out and setting up shops elsewhere, and whenever they do – they usually prefer an Indian integrator – if they can support a particular region.”

He further points, “Indian market drilled over the global integrators have a good scope in India presently, as when a US company comes and sets up an office in India – they prefer getting someone known to execute the project for them. However, after operating in the Indian market for a couple of years, we have hardly seen them use global integrators for their next projects as Indian firms always offer much higher value of every rupee or dollar spent with a far better support offering.”

“Once we have more Indian corporates expanding globally surely the AV integrators will follow them there,” says Arora.

“Indian integrators can secure large international projects by being competitive and experienced in project execution with good technology knowledge and financial backing. The Integrators Award and Inavate provide a platform for Indian integrators to showcase their work on an international forum,” mentions Srinivas. “Sigma AVIT has won awards for the best design and installation in Experience Centre and office spaces thanks to our regular participation in these competitions.

Indian integrators have been able to participate and be recognized in international forums thanks to these platforms.”

He adds, “Reliance Industries is an excellent example of a company that has adapted new technologies and given integrators the opportunity to implement them in their facilities. They have pushed for the latest and most effective technology available, providing our team with the necessary exposure and expertise to carry out large-scale projects. We collaborated with SweeLee from Singapore on the Jio World Center project, a large-scale, cutting-edge construction project. This will undoubtedly be a world-class installation that will gain worldwide recognition.”

Waheed continues to highlight, “Lately the Indian AV market is growing rapidly. The number of meeting spaces in offices have been increasing tremendously, not to mention that the number of offices supporting international business also increased. Indian AV industry has been managing considerable number of global accounts and delivering the projects as per the global standards for quite a long time. They have not only been managing these accounts in India but in GCC and other continents too.”

The post-Covid era makes international AVSI enter the Indian market successfully. Waheed states, “There is a huge increment in number of international AV certified people in design and installation domains. The AV engineers are no less than any internationals in AV skills and experience. Many AVSIs based in India and the technical team of Indian engineers are supporting large projects in GCC and IMEA and Europe. Indeed, many of the international brands have their R&D and technical support offices set up in India.”

India is the powerhouse of AV talent

Indian audio visual market holds the potential to chart new territories. With the country ready to push towards the competitive advancements globally, Indian integrators deliver cutting-edge global projects. Giving decades into transformation, our AV industry has made its way into delivering world-class installations. With the ever-changing landscape of the industry, growth-game is hitting the benchmarks in India. Being one of the largest exporters of audio-visual projects, India certainly knows how to turn the tables with its experienced manpower and professional engineers.

Indian integrators have been catering to the AV market for quite a while in full swing, offering the best delivery of the latest solutions. Our fully-grown Indian AV industry is cherishing new opportunities globally. The quality of Indian AV industry has improved exceptionally with big projects landing from around the globe. In fact, global integrators who won the prestigious global contracts are being exhibited from India. With our strengths in IT, ICT, communication, and other industries, India is succeeding to bring the best AV-integrated solutions, fulfilling all client demands. With continued investment in upskilling, knowledge sharing, and collaboration, Indian AV integrators can secure more large international projects and showcase their work on the global stage.